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A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"

SWEET PEAS FOR WINTER AND SPRING FLOWERING

"Up-to-the-Minute" Popular Cut Flower Varieties

JUL 18 1927



New Sweet Pea, Morse's Superior Pink, Awarded Silver Medal at New York Spring Flower Show and Certificate of Merit by the Chicago Florists' Club

Peerless Pink

This charming new Burpee Sweet Pea has flowers of immense size, artistically placed four on a stem. The standard is a luminous shade of eosine pink and the wings show a decidedly rose cast. Sheltered within its folds there is an elusive sparkle, enhanced by a warm creamy glow.

Pkt: $\frac{1}{2}$ oz., \$0.75; oz., \$1.25; 4 ozs., \$4.50; $\frac{1}{4}$ lb., \$8.00; lb., \$15.00.

White Harmony

A black-seeded sport of that most desirable variety "Lavender Harmony," and which we believe is in itself sufficient recommendation for this grand new sort.

Per oz., \$1.40; per $\frac{1}{4}$ lb., \$5.50; per lb. \$20.00.

**A. B. C.
IMPROVED ZVOLANEK'S ROSE**

The Variety Which Popularized Sweet Peas

A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country. Price, per oz., 50c; $\frac{1}{4}$ lb., \$1.75; per lb., \$6.00. Write for price on quantity. We stock **A. B. C. Improved Zvolanek's Rose** in large volume.

MRS. CALVIN COOLIDGE

An outstanding new Burpee variety with very large flowers carried in fours on fine long stems. The color is a rich, pleasing shade of salmon-pink with a suffusion of bronzy orange in the standard. The blooms are of elegant form. The standard is well expanded and artistically waved. The broad, massive wings add much to the magnificent appearance of this new variety.

Mrs. Calvin Coolidge has been a persistent prize winner when first exhibited at the various Flower Shows during the spring of 1927. At the Chicago Garden & Flower Show, Chicago, Illinois, March 7 to 12, 1927, it received a Certificate of Merit and Honorary Mention. At the National Flower Show, Detroit, Michigan, March 12 to 20, 1927, it received a Silver Medal. At the Philadelphia Flower Show, Philadelphia, Pa., March 22 to 26, 1927, it was awarded a Gold Medal. At the International Flower Show, New York City, March 21 to 26, 1927 it was given a Silver Medal. At the Cleveland Flower Show, Cleveland, Ohio, March 26 to April 2, 1927, it received another Silver Medal.

Per $\frac{1}{2}$ oz., \$1.25; per oz., \$2.25; 2 oz., \$4.00; $\frac{1}{4}$ lb., \$6.50; lb., \$25.00.

**REGARDING
COMPARATIVE
PRICES**

Realizing the importance of Sweet Peas as a greenhouse crop we do not attempt competition with the dealer who aims for cheapness in seed to the possible detriment of quality—the fact that we supply from year to year, numerous of the largest growers in the U. S. A., is, we believe, proof positive that our "**TRUE-TO-NAME THOROUGHLY ROGUED AND HAND PICKED SEED**" is preferred to "bargain priced" stocks of doubtful value.—A. B. C.

CHICAGO

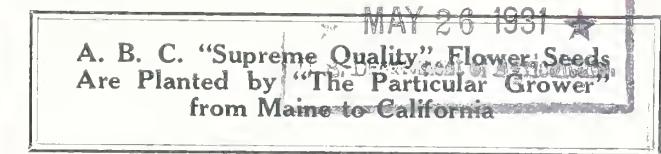
AMERICAN BULB CO.

NEW YORK

182 NORTH WABASH AVENUE

COMPLETE FLORISTS' FLOWER SEED CATALOGUE MAILED FREE

CHICAGO, ILL.



1928 Morse's Superior Pink
(SEE ILLUSTRATION OPPOSITE)

The flower of which is unusually well formed and waved. The standard being quite round and symmetrical. The color of the flower is a beautiful rose pink, slightly shaded with salmon. The plant is a strong grower, giving plenty of four blossom sprays.

"Morse's Superior Pink" was awarded the silver medal at the last New York Spring Show, likewise the highest possible award of the Chicago Florists' Club, namely, a Certificate of Merit. Per oz., \$1.20; per $\frac{1}{4}$ lb., \$4.50; per lb., \$15.00.

Ball's Blue

This new variety seems to have everything desired to make it the outstanding blue for cut-flowers and we recommend it for at least part of your planting of this color. Per oz., \$1.25; per $\frac{1}{4}$ lb., \$4.50; lb., \$15.00.

Ball's Rose

The color of "Ball's Rose" is a bright deep rose with just a suggestion of amber in it and which tends to brighten the effect. Flowers of extra size and borne on extra long stems. Illustration below indicates to some extent, at least, the extreme freedom of bloom of this desirable sort. Per oz., \$1.25; per $\frac{1}{4}$ lb., \$4.50; per lb., \$15.00.

For General List of Early Flowering Sweet Peas, See Next Page.



New Sweet Pea **BALL'S ROSE**
A Variety the Trade Has Been Waiting for, Note
Freedom of Bloom

A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"
SWEET PEAS FOR WINTER AND SPRING FLOWERING
 "UP-TO-THE-MINUTE" POPULAR CUT FLOWER VARIETIES



SWEET PEA, JEANNE MAMITSCH

A Giant Sport of Rose Queen. Beautiful Rose Color and Sells for Top Price in New York Market. Per oz., \$1.00; $\frac{1}{4}$ lb., \$3.00; per lb., \$10.00.

BALL'S COLUMBIA. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.50; 1 lb., \$5.00.**

BLUEBIRD. The flowers are arranged on long stems. Much the best of all blue sorts. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

BURPEE'S ORANGE. Glistening orange. Exceptionally good. **Per oz., 65c; $\frac{1}{4}$ lb., \$2.50; 1 lb., \$8.00.**

GLITTERS. A variety which is unique in itself. The color is a bright, fiery orange-salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

GRENADEIER. This is the most brilliant Sweet Pea yet introduced. The color may best be described as a glowing poppy scarlet. **Per oz., 65c; $\frac{1}{4}$ lb., \$2.50; 1 lb., \$8.00.**

HARMONY. An exceptionally choice clear lavender. Very large flower. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

IMPROVED SNOWSTORM. The standard white flowered variety. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

LAVIDER KING. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.50; 1 lb., \$5.00.**

MRS. KERR. The first early flowering salmon. Created a sensation when first exhibited at the International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. **Per oz., 60c; $\frac{1}{4}$ lb., \$2.00; 1 lb., \$7.00.**

PRINCESS. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$5.00.**

IMPROVED ROSE QUEEN. Color a most attractive shade of pink. **Per oz., 75c; $\frac{1}{4}$ lb., \$2.75; 1 lb., \$10.00.**

YARRAWA. Bright rose-pink with a clear, creamy base. Flowers average $2\frac{1}{2}$ inches in diameter; many are duplex or double. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.50; 1 lb., \$5.00.**

Vulcan (1925 Novelty). Rich, scarlet-orange.
Per oz., 65c; $\frac{1}{4}$ lb., \$2.00; 1 lb., \$7.00.

A real acquisition to early-flowering Sweet Peas for cut flowers. You will want this one.

Forcing Bulbs.
A. B. C. "Supreme" Quality

If you have not as yet arranged for your possible needs in Dutch, French, American and Japanese bulbs for the coming season—we believe it will be worth your while to get into touch with us and now we are in a position second to none to serve you with above as well as French Hydrangeas, Baby and Climbing Roses, Spiraea, etc. "Have a word with us." A. B. C.

EARLY FLOWERING SWEET PEAS IN MIXTURE

Realizing that numerous of our customers can only devote limited space to the culture of Sweet Peas under glass, but at the same time desire to have an assortment of colors and shades, we have consequently made up a superior mixture from named varieties in this list and which should fully cover the above named want.

Per oz., 40c; per $\frac{1}{4}$ lb., \$1.50; per lb., \$5.00

EARLY FLAMBEAU. A large orange cerise. **Per oz., \$0.60; per $\frac{1}{4}$ lb., \$2.00; per lb., \$7.00.**

EARLY NEW BLUE. **Per oz., \$1.00; per $\frac{1}{4}$ lb., \$3.00; per lb., \$10.00.**

EARLY ROSE DORE. A beautiful rose-pink suffused with orange. **Per oz., \$1.00; per $\frac{1}{4}$ lb., \$2.00; per lb., \$7.00.**

EARLY STARLIGHT. A clear lavender-blue. **Per oz., \$1.00; per $\frac{1}{4}$ lb., \$2.00; per lb., \$7.00.**

Gilda Gray

The standard is a lovely shade of salmon-cerise overlying bright pink. The wings are a pleasing shade of Hermosa pink. **Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.**

Pink Profusion

The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. **Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.**

Sunlight

Sunlight is a bright rose-pink on cream ground, the standard showing a deeper shading than the wings. There is a distinct creamy blotch at the base of the standard which, in addition to the creamy keel, intensifies the sunlight effect. **Per oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$10.00.**

CHEVALIER. This fine, new rose variety is of foremost commercial value. CHEVALIER is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose vivified with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. CHEVALIER has been awarded two Certificates of merit—at the International Flower Show, 1922, and the National Flower Show, 1922. **Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.00.**

TRUE BLUE. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and most floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificates of Merit at the Great International Show, New York, 1918. **Per oz., 50c; 4 ozs., \$1.75; 1 lb., \$5.00.**

EARLY ELDORADO. A pure orange-salmon; early everblooming, of robust, vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sun-proof and does not require shading. We predict it will supersede all so-called orange varieties. **Per oz., \$1.25; $\frac{1}{4}$ lb., \$4.00; 1 lb., \$15.00.**

FLAMINGO. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well-waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright, light orange. The texture of the flowers is substantial. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

GORGEOUS. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes or fours on very long, stout stems. Fine for all seasons. **Per oz., 50c; 4 ozs., \$1.50; 1 lb., \$5.00.**

BLUE JACKET. Dark blue. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$4.50.**

MRS. WARREN G. HARDING. Deep shade of silvery blue; a very much admired color. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$6.00.**

WHITE STAR. Black seeded. Flowers of enormous size, pure white without any pink shading. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$5.00.**

AURORA. (Novelty Color.) Striped or flaked orange-scarlet on a white ground. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$5.50.**

GLORIOUS. Clear rosy purple. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$5.00.**

HARLEQUIN. Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. **Per oz., 50c; $\frac{1}{4}$ lb., \$1.75; 1 lb., \$5.00.**

BLUE BOY. Largest and clearest blue—abundant bloomer. **Per oz., 65c; $\frac{1}{4}$ lb., \$2.50; 1 lb., \$8.00.**

PINK CHEROKEE. Pink suffused salmon. **Per oz., \$1.65; $\frac{1}{4}$ lb., \$5.00; 1 lb., \$18.00.**

ZVOLANEK'S BLUE WONDER. A wonderful large, clear blue, the same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine. **Per oz., \$1.00; $\frac{1}{4}$ lb., \$3.50; 1 lb., \$12.00.**

SILVER BLUE. **Per oz., 65c; $\frac{1}{4}$ lb., \$2.00; 1 lb., \$7.00.**
 SOME OF THE OUTSTANDING SWEET PEAS OF THE DAY ARE THE FOLLOWING: "SUPERIOR PINK," "BALL'S ROSE" AND "BALL'S BLUE," "WHITE HARMONY," "ZVOLANEK'S ROSE," "MRS. CALVIN COOLIDGE," "VULCAN," "ELDORADO," "BURPEE'S ORANGE," "GRENADEIER," "TORCH" AND "JEANNE MAMITSCH."

A. B. C.

TORCH

This is a beautiful shade of salmon-orange and a great favorite in the Detroit, Michigan Cutflower market. We consider this a worthy acquisition to our list of desirable varieties. **Per oz., 60c, per $\frac{1}{4}$ lb., \$2.00; 1 lb., \$7.00.**

CHICAGO

AMERICAN BULB CO. NEW YORK

182 NORTH WABASH AVENUE

A. B. C. "SUPREME" QUALITY DUTCH AND OTHER BULBS QUOTED ON APPLICATION

CHICAGO, ILL.

AMERICAN GROWN FREESIAS, "BEFORE AND AFTER"



A. B. C. "IMPROVED PURITY SUPERFLORA" FREESIAS BEFORE HARVEST

Callas—A Money Maker for Florists

	Per 100	Per 100	
White Aethiopica, 1 $\frac{1}{4}$ -1 $\frac{1}{2}$	\$ 6.50	Yellow Elliottiana, 1 $\frac{1}{2}$ -2.....	\$10.00
White Aethiopica, 1 $\frac{1}{2}$ -1 $\frac{3}{4}$	9.50	Yellow Elliottiana, 2-2 $\frac{1}{2}$	14.00
White Aethiopica, 1 $\frac{3}{4}$ -2.....	15.00	Yellow Elliottiana, 2 $\frac{1}{2}$ -3.....	17.00
White Aethiopica, 2-2 $\frac{1}{2}$	19.00	Yellow Elliottiana, 3-3 $\frac{1}{2}$	22.00
Godfrey, 1-1 $\frac{1}{4}$	11.00	Yellow Elliottiana, 3 $\frac{1}{2}$ and up.	25.00
Godfrey, 1 $\frac{1}{4}$ and up.....	14.00		
Calla Elliottiana	Provide Exceptional	Pot Plants as well as Cut-Flowers	

American Grown Freesias

A. B. C. "IMPROVED PURITY SUPERFLORA"

We can deliver Freesia bulbs early enough to enable you to get them in bloom for Christmas, if properly handled. Large size bulbs should be planted for this purpose. Our bulbs are not grown in the wet districts of California, but are properly watered by irrigation. They are all grown near Los Angeles, which florists in California recognize as the best place to grow high-grade bulbs. The fact that we sell quantities in California of our own growing is evidence that florists know where the best quality is produced. Bulbs offered in the following sizes:

	Per 100	Per 1000
Improved Purity Superflora, $\frac{1}{2}$ - $\frac{5}{8}$	\$1.50	\$12.00
Improved Purity Superflora, $\frac{5}{8}$ - $\frac{3}{4}$	2.15	18.00
Improved Purity Superflora, $\frac{3}{4}$ - $\frac{7}{8}$	2.85	25.00
Improved Purity Superflora, $\frac{7}{8}$ -1.....	4.00	35.00

(Please write for quantity price)

Colored Freesias of Merit

	Per 100	Per 1000
Pershing—Lavender Pink		
Pershing, $\frac{1}{2}$ - $\frac{5}{8}$	\$2.50	\$21.00
Pershing, $\frac{5}{8}$	2.75	24.00
California—Golden Yellow		
California, $\frac{1}{2}$ - $\frac{5}{8}$	3.25	29.00
California, $\frac{5}{8}$	3.50	32.00
Splendens—Beautiful Lilac $\frac{1}{2}$ - $\frac{5}{8}$	2.25	18.00
Splendens—Beautiful Lilac $\frac{5}{8}$ - $\frac{3}{4}$	3.00	25.00
Olivette—Bright Carmine Red $\frac{5}{8}$	4.00	35.00
Marc. Peters, $\frac{5}{8}$		
Blotched Orange and Yellow	5.00	45.00
Carrie Budau, $\frac{5}{8}$		
Lavender Pink	4.00	35.00
Buttercup—Beautiful Large Yellow, new		
European Introduction	4.50	40.00
Carmencita—Light Orange Salmon.....	4.00	35.00



HOUSE OF A. B. C. "IMPROVED PURITY SUPERFLORA" FREESIAS GROWN BY ROWE FLORAL CO., KIRKWOOD, MO.

CHICAGO

AMERICAN BULB CO.

NEW YORK

SPIRAEA, FOR EASTER AND MOTHER'S DAY,
BLOOMING



SPIRAEA GLADSTONE
Unexcelled for Easter and Mother's
Day Blooming

SPIRAEA CLUMPS FOR
FORCING

Spiræas, previous to the U. S. embargo, were in great favor with the trade, after which, because of the difficulty in obtaining satisfactory roots these desirable plants lost their vogue to a large extent. Now, however, roots equal, if not superior, to stock formerly imported are obtainable, and at a price that is bound to bring back this old favorite to popular demand. Spiræas provide a very satisfactory blooming plant at very low cost, especially for Easter and Mothers' Day sales.

(NOVEMBER-DECEMBER DELIVERY)
Extra fine two-year-old clumps.

Per 100

Gladstone. White	\$30.00
Queen Alexandria. Clear pink	30.00
America. Lilac rose	30.00
Peachblossom. Pink	30.00
Gloria. Pink extra	40.00
Rubens. Red	30.00

SPHAGNUM MOSS

By the Bale or Carload Shipped Either Direct From
Originating Point in the Woods or From Chicago.

We have been for many years headquarters for this important florists' and nurserymen's requisite supplying at all times only A No. 1 quality. Now is the time to arrange for your sphagnum needs for use during the next ten months time. This material, as is well known, is invariably scarce during the winter and early spring season when seasonal conditions make gathering of same in the woods impossible.

Take advantage of the opportunity to buy now on a low market. Prices—Burlapped f. o. b. Chicago, per bale, \$1.50; 10 bales, \$13.50; f. o. b. Wisconsin, 10 bales at \$1.10; 25 bales at \$1.00. Write for prices on larger quantities.

HARDY PHLOX We have an exceptionally fine lot of these for coming fall delivery. Complete list mailed free.

Early
Orders
For
Texas
Grown
Narcissus
Is Advisable
Since
Crop
of Same Is
Comparatively
Limited.
A. B. C.

Iris for Cut Flowers

Iris of the various types, particularly "Imperator" have always held the greatest favor as cut flowers, and previous to the U. S. embargo were imported and grown by the millions and at quite profitable prices. Their practical disappearance from the American market for a few years following said embargo caused them to be temporarily forgotten. However, the past year or two American production has brought them to the fore again, and the bulbs of following varieties can now be obtained at prices that make them profitable to grow. Inasmuch as the demand for these bulbs is active and as they are as yet only in nominal supply we suggest early purchase.

Varieties and prices as follows:

	Per 100	Per 1000
Imperator (Dutch) Large Best Blue.....	\$7.50	\$65.00
Celestial (Dutch) Deep Blue.....	6.00	50.00
Hollandia (Dutch) Large Blue, very early.....	7.50	65.00
Captain of Blues (Spanish) Blue.....	6.00	50.00
King of Blues (Spanish) Deep, purplish blue.....	6.00	50.00

"Texas-Grown Narcissi Have Proved Themselves"

We are having grown on contract in connection with the Verhalen Nurseries at Scottsville, Texas, and under the most favorable soil and climatic conditions possible, some three million narcissus in the most desirable florists' forcing varieties, this culture now having been carried on for four years past resulting in the assurance that we can offer a product equal if not much superior to the bulbs formerly imported from Europe. Numerous greenhouse tests have satisfied us that A.B.C. Texas grown narcissus produce blooms considerably in advance of stocks grown in other localities. This is, of course, an important consideration to the grower and while we have already booked up the larger part of our crop it is our desire to distribute this high grade stock to as many of the trade as possible, primarily to prove the quality and stimulate business for same in future years when our output is expected to be sufficient to furnish enough bulbs to supply the needs of the trade at large.

Book order today so that we can take care of your needs in good season.

	Per 100	Per 1000
Glory of Sassenheim	\$ 9.00	\$ 80.00
Sir Watkin	9.00	80.00
King Alfred	16.00	150.00
Poetaz Koster	8.00	70.00
Paper White Grandiflora:		
13 Cms.	4.25	36.00
14 Cms.	4.75	40.00
15 Cms.	5.25	45.00

Excerpt from The Florists' Review issue of Jany. 20, 1927.

TEXAS-GROWN NARCISSI.

"Proofs of the forcing qualities of American-grown bulbs are now coming to hand, and one of them is the illustration of a bench of King Alfred from bulbs grown in Texas which appears on page 39. The photograph was taken at the greenhouses of W. A. Rowe, Kirkwood, Mo., January 12. The first flowers of King Alfred appeared there January 3. They are from round bulbs. Next to King Alfred may be seen Sir Watkin coming into bloom. Besides these two varieties, Mr. Rowe this season is forcing Golden Spur, Emperor and Laurens Koster. Before the embargo, Mr. Rowe used to force a half-million narcissus bulbs in a season.

Though the American-grown narcissi are more expensive than those bought from Holland, the fact that they can be forced into bloom earlier than the imported bulbs makes them more valuable, because the flowers pictured on page 39 came into the market when the scarcity of roses and other staple flowers was most severe, and these blooms brought as much as 20 cents apiece."



Texas Grown Narcissus Bulbs in Flower in St. Louis Greenhouse, January 12.

CHICAGO

AMERICAN BULB CO.

NEW YORK

CHICAGO, ILL.

182 NORTH WABASH AVENUE

COMPLETE ILLUSTRATED CATALOGUE MAILED FREE FOR THE ASKING

"PROFIT-PROVIDING" PLANT STOCK FOR COMING SEASON

CALCEOLARIA'S

Some newer kinds particularly recommended for "Mothers' Day" blooming.

"Pink Beauty," Bright Pink, Stewartii, Yellow, "Medfordii" Cinnamon Red. All at \$30.00 per 100 from 2 $\frac{1}{4}$ pots. 25 at 100 rate.

Calceolaria Hybrids

2 $\frac{1}{4}$ inch per 100, \$12.00
Fall Delivery.

POINSETTIAS

From 2 $\frac{1}{4}$ in. Pots

Christmas Red, Hollywood, Oak Leaved. Aug. - Sept. Delivery

Prices on application.

Florists' Forcing Pot Roses

Roses forced in pots for Easter and other spring holidays, both "Baby" and Climbing Varieties, have increased greatly in number in the past few years. No plants are more attractive and the demand each spring is larger than the supply. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in most up-to-date varieties. Price \$35.00 per 100 and up according to variety.



CALCEOLARIA, PINK BEAUTY

FRENCH HYDRANGEAS

FOR EASTER, MOTHERS' DAY AND
MEMORIAL DAY FORCING.

FALL DELIVERY

Pot-grown and especially prepared for
early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A1 and we can furnish the various sizes in the most saleable varieties, and in pink and blue shades.



FICUS ELASTICA "RUBBER PLANT"
(SEE ABOVE FOR PRICES)

CHICAGO

182 NORTH WABASH AVENUE

RUBBER PLANTS



FICUS ELASTICA

(Rubber Plants) Moss Rooted Cuttings

FICUS ELASTICA

Appreciating the importance of shipping Ficus cuttings that are properly rooted, with healthy leaves and packed to reach the buyer in good condition, we have arranged with a specialist in Louisiana for a large supply of same for delivery during the coming season. Ficus Elastica is now one of the most profitable plants which the florists grow. Prices—July shipment, \$275.00 per 1000; August delivery, \$250.00 per 1000; September shipment, \$240.00 per 1000; 250 at 1000 rate.



FRENCH HYDRANGEA
A Popular Easter and Mothers' Day and Memorial Day Plant

AMERICAN BULB CO.

NEW YORK

COMPLETE ILLUSTRATED CATALOGUE MAILED FREE

CHICAGO, ILL.

A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS

Snapdragons Are The Vogue and Worth-While "Profit-Providers" For The Florist

We Particularly Recommend Varieties

"JENNIE SCHNEIDER" AND "SUNBURST"

Supplied Exclusively by the American Bulb Co., Chicago and New York.
PLANT SEED NOW FOR WINTER BLOOMING

Mr. Pierre Schneider, originator of the new sort "Jennie Schneider," has supplied us with very valuable information, i. e., "How to Succeed with Winter Blooming Snapdragons," and we shall be glad to furnish these particulars free with each order. We might say that Mr. Schneider has had signal success in producing Winter-Blooming Snapdragons of exceptional quality. A. B. C.



NEW SNAPDRAGON, "JENNIE SCHNEIDER"

Sensation of St. Louis, Mo., Market for Several Years Past and Likewise the "Hit" of 1927 Chicago Garden and Flower Show, 1927 National Flower Show, Detroit, and 1927 Cleveland Flower Show.

We have been fortunate in securing the sole agency for this new Snapdragons, and which we believe is the most valuable pink cut-flower variety in existence today.

H. G. Berning, the well-known wholesale florist of St. Louis, Mo., and president of the Society of American Florists, says of it:

"Regarding your inquiry about the Jennie Schneider Snapdragons, will say we have handled it exclusively for several years and have never been able to get enough to satisfy the demand, the retailers continually fussing because they do not get their orders filled in full.

"The color is a beautiful pink, the shade of a well-grown Columbia rose. The flowers are very close together with very long spikes. These spikes are over two feet long without disbudding.

"Mr. Schneider, the originator, starts to cut in the early fall and continues to do so right on up until the first of June.

"This variety cannot be confused with any other. It sells for at least double the price of any other Snapdragons we have ever handled, and we could have sold at least three or four times as many blooms as he was able to produce."

Price of seed, per trade pkt., \$2.00; 3 pkts. for \$5.00; 12 pkts for \$17.50. 2 1/4-in. plants, June, July delivery, \$10.00 per 100; \$80.00 per 1000.

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 MURRAY ST., NEW YORK, N. Y.

182 NORTH WABASH AVE., CHICAGO, ILL.

Don't Fail to Secure a Copy of Pierre Schneider's Suggestions on "How to Succeed with Winter Blooming Snapdragons," Supplied Free with Orders—This is Worth While.

A. B. C.

"PENN-ORANGE"

The New Orange Snapdragon

Habit:

Similar to "Philadelphia" but not quite as early. For Fall crop we advise early June sowing and bench culture. For late Winter and Spring crops treat as usual. A strong grower (never "soft") and will therefore require less staking than average varieties. Height, 2 to 4 feet.

Color:

A striking vivid orange (not bronze nor salmon), with subdued yellow and pink shadings which add to its attractiveness. A photograph will be shown in a later issue.

Its unique color, a striking tangerine orange (not bronze), contrasts well with its dark green foliage. The Philadelphia and New York Markets have pronounced it an excellent seller.

1 trade packet	\$ 2.00
6 trade packets	10.00

Below we list other desirable varieties of Snapdragons for Greenhouse Culture:

Philadelphia Pink. Considered one of the best pure pink Snapdragons. Rich, glowing pink, approaching that of the Ward Carnation. A most useful color at all times. Beautiful under night illumination. 1 Tr. pkt., \$1.00; 6 pkts., \$5.00; 25 tr. pkts. or more at special prices.

Indian Summer

A new color Max Schling's Wonderful New Snapdragon. Introducing a new and bewitching color never before seen in Snapdragons—a lovely, rich, velvety and glossy copper color—indescribably beautiful. Tr. pkt., \$1.50.

White Rock

An unusual, new and extra early blooming pure white. If you have a market for white flowered snapdragons, plant "WHITE ROCK." This is positively the extreme in white cut-flower varieties. Tr. pkt., \$2.00; 3 tr. pkts. for \$5.00.

Geneva Pink

This new variety is extremely free-flowering and comes true to color from seed. Per pkt., \$1.00.

Ramsburg's Special Cut-Flower Strains of Snapdragons

Silver Pink; Helen, lovely salmon; Golden Pink Queen; Orlando, bronze and Hybrid Pink, \$1.00 per pkt; 3 for \$2.50; 6 for \$5.00.

Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed 50c per pkt.; 3 for \$1.25.

Ramsburg's "Helen" is an exceptionally fine salmon-pink, and unusually free blooming. We cannot recommend this too highly. Tr. pkt., \$1.00; 3 for \$2.50; 6 for \$5.00.

"Jennie Schneider" and "Sunburst" are the real "Profit-Providers" of cut-flower Snapdragons.

A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS

Snapdragons Invariably Provide More Profit to the Average Foot of Greenhouse Space Than Most Any Other Plant Stock. However, the "Better Varieties" As Listed Herein Are Necessary to Accomplish This.

NEW SNAPDRAGON "SUNBURST" WITH FRED H. KUPFER, THE INTRODUCER

AGAIN, SNAPDRAGONS

BY "JAY DEE"

Noted Horticultural Writer

Excerpt from The American Florist issue of May 26, 1927.

I do not want my readers to get the impression that snapdragons are more or less of a "nightmare" with me, but this flower has become so important to the florist trade during the past few years that it seems to me to be in order to pass on to growers any worthwhile pointers pertaining to the culture of this valuable plant, and it is my pleasure to extend hereinunder a few words along this line from the originator of that wonderful new variety "Sunburst." Illustration and description of this exceptional variety was carried in the last issue of the American Florist.

I might add that where growers find difficulty in obtaining a good germination from snapdragon seed they due the seed just previous to planting with that inexpensive disinfectant known as "Semesan." Ask your seedman for booklet with regard to the same. I am convinced that when "Semesan" is better known it will become generally applied to all seeds before they are sown. "Semesan" is likewise highly recommended to prevent that not uncommon trouble called "damping off," as well as other fungous diseases.

Some Points on "How to Grow Sunburst Snapdragons from Seed Successfully"

Seeds that are sown in May will give sturdy plants for last August planting. Do not let plants get pot-bound. Shift when ready. Pinch low to first set of leaves as bottom canes make your fancy spikes. Sunburst is a quick bloomer and will give quantities of short blooms during the fall; these will always find a ready market due to their wonderful color. Cut flowers low, the closer the canes are to the ground the better they will be. Do not expect tall fancy blooms before January. One or two applications of hardwood ashes is very beneficial when worked into soil by means of a hand-

hoe. Ground beds will give best results. A little bone-meal mixed in soil before planting will pay big. By February 15th plants will stand a steady feed of fresh cattle manure applied on edge of bed to be dissolved by water pressure; this can be applied at 2-3 weeks intervals. The success in growing snapdragons depends greatly on the man who does the watering. In ground beds we find the best way is to soak them—then let benches dry out good; thereby eliminating watering so often. Only on a bright early morning should they be watered and at no time overhead. It is best to take time in slowing water pressure so that no foliage will get wet. Arrange proper supports as they will grow from 5 to 7 ft. tall in the spring. Do not neglect stringing as proper support has much to do with the marketing of the flowers. In regard to rust use 3 parts of sulphur (powder form) to one part of hydrated lime. This remedy should be dusted on the underpart of foliage at intervals, especially in the fall and early winter. You will find this a sure preventive. I have found this formula to cure the most stubborn cases of rust.

Seeds sown in August will give wonderful 3-inch plants to follow mums, by using same methods as above stated.

Every grower should use his own judgment to the greater extent; because it is the eye of the master and not what is written in books that will bring good results.

Hoping that these few points will be a help to you, I remain,

Yours very truly,

FRED H. KUPFER,

Originator of Snapdragon "Sunburst."



"SUNBURST"

What a Prominent Wholesale Florist of Kansas City, Mo., Says with Regard to "Sunburst" Snapdragon

JOHN STEVENS

Wholesale Cut-Flower and Supply Co.

1014 Oak St., Kansas City, Mo.

May 11, 1927

American Bulb Co., Chicago, Ill.
Gentlemen: Regarding your request for information about the Sunburst snapdragon originated and grown by Fred H. Kupfer, for the past three years we have handled the cut exclusively and have found ready sale for same and have never had a sufficient supply to fill our local and shipping orders. We can recommend this variety of snapdragon to any grower as a money maker for himself as well as for the retailer. The color is a beautiful shade of bronze predominating yellow, the same color as a well grown Sunburst rose. The flowers are close together with long spikes and well covered with dark green foliage. Without disbudding the stems will average 30 inches. The price we have sold them for was from 16 to 25¢ per spike.

Yours very truly,

(Signed) JOHN STEVENS CO.

NEW SNAPDRAGON "SUNBURST"

An outstanding shade of yellow tinged with bronze copper color. We predict that this exceptional new sort will become as popular with the cut-flower trade as has the variety "Jennie Schneider" illustrated opposite. Price per trade pkt., \$2.00; 3 pkts. for \$5.00; 12 pkts. for \$17.50. Plants from 2 1/4-in. pots, \$12.00 per 100; \$100.00 per 1000; 25¢ at 1000 rate. July delivery.

Excerpt from Florists' Review 1927 issue

"Jennie Schneider." Exhibited at the spring flower shows, the new pink snapdragon of Pierre Schneider, Creve Coeur, Mo., named Jennie Schneider, has attracted much attention from the trade, not only for its clear pink color, but also for its sturdy stem and excellent character of growth. Those who have not had the good fortune to see blooms of this snapdragon will be interested in the photograph on this page, which shows a house of it grown by W. A. Rowe, at Kirkwood, Mo., from seed supplied by the American Bulb Co. Mr. Rowe is seen in the middle of the picture, examining the flowers. His production of so large a quantity of these flowers seems justified by the increasing popularity of snapdragons in the wholesale cut-flower markets and by the particular demand for those of pink color.

Price of seed,
per trade pkt. \$ 2.00
3 pkts. for.... 5.00
12 pkts. for.... 17.50
2 1/4-in. Plants,
June - July
delivery.
Per 100..... \$10.00
Per 1000..... 30.00



House of New Pink Snapdragon, Jennie Schneider, at Range of W. A. Rowe, Kirkwood, Mo., Who Is Inspecting Blooms.
From Florists' Review of 1927 issue

CHICAGO

AMERICAN BULB CO.

NEW YORK

182 NORTH WABASH AVENUE

Pierre Schneider's Information with Regard to Producing "Winter Flowering Snapdragons" Should Be in the Hands of Every Snapdragon Grower. Supplied Free to Customers

CHICAGO, ILL.

Our Leading
Flower Seed Specialty
FISCHER'S
The "Master Cyclamen"

Planted by "The Particular Grower" from Maine to California

Fischer's Giant "Show" cyclamen is the result of 30 years experience in the "know how" of cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain.

Several years ago a member of our firm visited the various cyclamen-producing centers of Germany and arranged with Ferd. Fischer, the famous specialist in said line, for seed of the particular types and colors and shades most desired by the American and Canadian trade. As a result growers generally, large and small, now look to A. B. C. for their cyclamen seed needs, and our demand for Fischer's seed of same runs into the millions yearly.

A word about price: In comparison with other high grade stocks Fischer's cyclamen seed cannot be sold at so-called bargain prices simply from the fact that seed for our supply is selected only from specimen plants which are true to type and color. Nevertheless quotations as mentioned in list herewith will be found to be reasonable for "the kind you should have for best results."

If your trade demands the very best cyclamen that can be obtained, plant Fischer's "Master Cyclamen" seed.

N. B. We call particular attention to the latest cyclamen introductions, namely: "America," "New Ruffled Dark and Rosy Salmon." They are unusually worth-while.

A. B. C.

GIANT "SHOW" CYCLAMEN SEED

Ferd. Fischer's Improved Cyclamen

	Per 100	Per 1000
Improved Perle of Zehlendorf. Dark salmon.....	\$1.50	\$12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.50	12.00
Glory Wandsbeck. Salmon.....	1.50	12.00
Fischer's Bonfire. Deep brilliant salmon; exceptionally fine	1.75	14.00
Glowing Dark Red. Xmas red.....	1.25	10.00
Glowing Bright Red. Cherry red.....	1.25	10.00
Rose of Marienthal. Bright rose.....	1.25	10.00
Pure White.....	1.25	10.00
Lilac.....	1.25	10.00
Mixed.....	1.25	10.00
White with carmine eye.....	1.25	10.00
Rococco. Red, rose or lilac, or white with eye.....	1.50	12.00
America. Golden salmon; best of all salmon.....	2.25	18.00
New Ruffled. Dark salmon.....	2.25	18.00
New Ruffled. Rosy salmon.....	2.25	18.00



FORGET-ME-NOT—Myosotis, Variety "Susanne"

Forget-Me-Not (Myosotis) Susanne
For Cut Flowers or Pot Plants

An A. B. C. Introduction

A selection out of the Blue Bird, perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state, it makes a splendid pot plant, but its chief value lies in its early-blooming habit.

Price per pkt., \$1.00; 6 pkts., \$5.00. Especially desirable for St. Valentine's Day.

CINERARIA HYBRIDA—Grandiflora

"The World's Best Strain"

The result of many years of painstaking selection on the part of an American Specialist and truly entitled to the classification, "World's Best Strain"; produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

"A. B. C." Prize. Medium tall, 1 3/2 oz., \$3.50. Tr. Fkt. \$1.00
New Salmon, Pink Shades. Medium tall..... 1.00
Matador. Scarlet, 1/2 trade pkt., 60c..... 1.00
Stellata Hybrida. Mixed, 1/2 trade pkt., 60c..... 1.00

MULTIFLORA NANA MIXED. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc. for Easter and Mother's Day sales. 1/2 Trade Packet, \$1.00; Trade Packet, \$1.50.

Cyclamen Plants, True Fischer Strain
See Florists' Review (Classified) for Complete list

FOR COMPLETE LIST OF FLORISTS' FLOWER SEEDS
PLEASE WRITE FOR OUR GENERAL CATALOGUE (MAILED FREE)



Type of A. B. C. "Private Stock"
Exhibition Pansy

FOR "BETTER PANSIES" SOW

A. B. C. "Private Stock"

Exhibition Mixture

FOR CUT FLOWER OR PLANT PRODUCTION

Without exaggeration we can state that this strain represents the acme of Pansy culture. Trade pkt., 50c; per 1/8 oz., \$1.25; per 1/4 oz., \$2.00; per oz., \$7.00.
GIANT TRIMARDEAU CHOICE MIXED. Tr. pkt., 30c; per oz., \$2.25.
CHOICE MIXED. Tr. pkt., 25c; per oz., \$1.25.

A. B. C. GIANT PANSIES, SEPARATE COLORS

	Tr. Pkt. 1/4 Oz.	Oz.	Tr. Pkt. 1/4 Oz.	Oz.			
Giant Prize, Azure Blue	\$0.30	\$0.50	\$1.65	Peacock, Blue, claret and white.....			
Black Blue	.30	.50	1.65	\$0.30	\$0.50	\$1.65	
Emperor William, Blue	.30	.50	1.65	Yellow with Eye.....	.30	.50	1.65
Hortensia Red	.30	.50	1.65	Snow Queen, Pure white.....	.30	.50	1.65
King of the Blacks	.30	.50	1.65	Striped and Mottled.....	.30	.50	1.65
Lord Beaconsfield, Purple violet	.30	.50	1.65	White with Eye.....	.30	.50	1.65
				Pure Yellow.....	.30	.50	1.65

BALL'S ORANGE CALENDULA

(Originator's Seed)

Rich dark orange. Gives an entirely new meaning to Calendula—long stems; very large, uniformly double flowers. "It is the only strain worth your bench space." We stand behind it. Price, originator's sealed packets, oz., \$3.00; 1/2 oz., \$2.00; 1/4 oz., \$1.00.

Ball's New "Gold" Calendula Same Price as Above

CHICAGO

AMERICAN BULB CO.

NEW YORK

182 NORTH WABASH AVENUE

CHICAGO, ILL.